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In Search of the Obvious: The Antidote for Today's Marketing Mess

By Jack Trout

Westland Limited, New Delhi, India. Softcover. Book Condition: New. This book could upset a lot of people. This is the first book to state the obvious. Marketing is a mess. Marketing guru Jack Trout intends to make a lot of people, who made the mess, very uncomfortable.* Advertisers are criticized as people who look for the creative and edgy, not the obvious. They will not be happy.* Marketing people are criticized for getting hopelessly entangled in corporate egos and complicated projects. They will not be happy.* Research people are criticized for generating more confusion than clarity. They will not be happy.* Some big companies are criticized for their ill-fated marketing programs or lack of proper strategy. They will not be happy.* Wall Street is criticized for putting too much emphasis on unnecessary growth that can be destructive to a brand. They will ignore this criticism and continue trying to make as much money as they can. This book is not written to make people happy but to explain to marketers what their real problem is. Only then will they begin to look for the obvious solutions that will separate their products from their competitors in a way that is equally obvious...



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